



WKMG

# ORDER

Print Date 09/05/12 Page 1 of 2

Flight Dates 08/30/12-09/06/12

Contract / Revision 257988 /

Original Date / Revision  
09/05/12 09/05/12

Advertiser Pol/A Grayson/ Con/D/FL

Agency Buying Time, LLC

Buying Contact

650 Massachusetts Ave.  
Suite 210  
Washington, DC 20001

Product  
GRAYSON FOR CONGRESS

Agency Com 15%

Billing Contact

650 Massachusetts Ave.  
Suite 210  
Washington, DC 20001

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2274

Alt Order # 06300821

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 4450

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	7	\$3,782.50	\$4,450.00	0.00	08/27/12	09/06/12	7	\$3,782.50	\$4,450.00
Totals	7	\$3,782.50	\$4,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	09/03/12	09/03/12	Local 6 News 12-1230p CM	CM	12-1230p	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	1-----		1				\$800.00		0.00			
E 2	WKMG	09/01/12	09/01/12	5-7a Sat News	CM	5-7a	-----1-	:30	1	\$150.00	P-3	0.00	NM	0	\$0.00
				Sat 5-7a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----1-		1				\$150.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WKMG	08/27/12-09/02/12	5-7a Sat News		5-7a	-----Sa--	:30		(\$150.00)		0.00	NM		
		See MG 3.2 [Program not airing due to NCAA Football pushing Children's programming up]													
E 3	WKMG	09/01/12	09/01/12	7-9a CBS This Morn Sa CM	CM	7-9a	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$550.00
				7-9a Sat Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 3	WKMG	09/01/12	09/01/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show		7-9a	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	-----1-		1			\$400.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WKMG	08/27/12-09/02/12	7-9a CBS This Morn Sat		7-9a	-----Sa--	:30		<del>(\$400.00)</del>		0.00	NM		
	See MG 3.2														
	[Program not airing due to NCAA Football]														
	2	WKMG	09/06/12-09/06/12	Morn News at 6a		6-7a	---Th-----	:30		\$550.00		0.00	NM		
	Ⓜ MG for 2.1,3.1														
4	WKMG	09/02/12	09/02/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	-----1		1			\$200.00		0.00				
5	WKMG	08/30/12	09/06/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	---1---		1			\$800.00		0.00				
	Week:	09/03/12	09/09/12	---1---		1			\$800.00		0.00				
6	WKMG	09/05/12	09/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	--1----		1			\$800.00		0.00				
7	WKMG	09/04/12	09/06/12	Morn News at 530a Morn News at 530a	CM	530-6a	-TWT---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
	REBATE DOLLARS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	-TWT---		1			\$500.00		0.00				
Totals														7	\$4,450.00